

Health and Fitness Coverage

Contact Information

In the Today/Features Section

General: features@staradvertiser.com
(Hits all the "right people" in the department)

Features Editor Christie Wilson
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Assistant Features Editor Donica Kaneshiro
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TGIF Editor Elizabeth Kieszowski
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Food Editor Joleen Oshiro
joshiro@staradvertiser.com

Staff writer Nancy Arcayna
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In the Local News Section

cityeditors@staradvertiser.com

City Editor: Marsha McFadden
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Health and Fitness Coverage General Information

ADVANCE COVERAGE

Because the daily Today/Features section has early deadlines and themed sections (eg. Food, Style, Movies), that department generally does not cover events "live."

- Give at least two to three weeks' notice when pitching a story
- Generally, Tuesdays is when Features has space to cover health and fitness stories.
- Stories should be compelling, informative and cover new ground.

Exclusives

- Features will insist that the Star-Advertiser get first crack at story exclusives.
- If you want to promote "Heart Month," for example, you can seek coverage in other media but try to provide us with an exclusive "angle."

Briefs

Features also runs "briefs" about fundraisers, classes and other event on a time- and space-available basis. Send news releases to features@staradvertiser.com.

Columns

>> "Tryouts" sends Nancy Arcayna to assorted fitness classes and activities to provide a firsthand account of what it's like and encouraging others to get active. This runs on the third and fifth Tuesdays of the month.
>> "Be Well" highlights individuals who have overcome or are dealing with health challenges. So if your agency works with someone who fits that description, you can suggest them as a subject. This runs on the first Tuesday of the month.

Kalakoa/Ohana

Highlights kid- and family-oriented events and topics.

If you have an event geared toward that segment, you should pitch Donica Kaneshiro. Kalakoa relies heavily on handout photos, so if you can provide large-file, high-resolution photos that are well composed and eye-catching, that will help "sell" your pitch. Or, if you can offer to arrange a photo shoot, mention that.

TGIF

For major events, TGIF is an option.

Food

If there is a food component to your event or topic, you can pitch that to Food Editor Joleen Oshiro.

Sports

Weekly recreation page that is another platform for fitness events and activities. Contact Cindy Luis at cluis@staradvertiser.com or sports@staradvertiser.com